

# Urges 'Group' Appeals for Foreign Trade

General Motors Man Says This Is the Way to Reach Export Motor Car Field

Present Plan Won't Do Close Study of Conditions in Foreign Countries Essential to Campaign's Success

By P. S. Stoonstrup General Manager, General Motors Export Company

The passing of the Creel bureau on July 1 marked the end of the official activities of our government in promoting American publicity in foreign fields. Shall private enterprise continue the work which our government found desirable and effective in giving our overseas friends a better conception of our ideals, purposes and activities during the war period, or shall we grant foreign competitors the exclusive use of the power of "group" or "pool" advertising in foreign fields?

The value of this and other forms of publicity in the United States is generally recognized. The growth of advertising of all kinds since the armistice has been remarkable. One prominent American publisher is reported as having rejected millions of dollars worth of advertising because his printing equipment was inadequate to handle the large volume of business offered.

Never before in the history of American business has the power of publicity been so generally acknowledged or so liberally employed in the United States. Even the government has shown its acknowledgment and appreciation of the excellent results accomplished by advertising during the war by recently expending with satisfactory results \$184,352 in a campaign for recruits for our new army.

Unfortunately the very general recognition by American business men of the power and effectiveness of advertising in this country has not brought a correspondingly greater appreciation of the possibilities of advertising in the overseas field. True, a few of our larger manufacturers are conducting rather extensive overseas campaigns, and the American export publications have recently enjoyed considerable increase in their advertising patronage, but few concerted efforts have been made by large advertisers or groups of advertisers to systematically and intensively develop the foreign field.

The possibilities of "group" advertising, sometimes called "pool" advertising, plan offering great possibilities for promoting the sale of and building good will for American products abroad, seem to have been entirely overlooked by American manufacturers, although the possibilities of building good will and developing business for certain industries is already extensively and effectively employed by British advertisers. That other countries are awakening to the appreciation of the possibilities of this form of advertising is proved by the fact that Brazilian coffee growers recently started an advertising campaign in this country, backed by an appropriation of \$1,000,000, to increase the demand for and consumption of their product.

The value and effectiveness of "group" advertising in this country have been amply demonstrated. The Hawaiian pineapple, Sunkist and Skoog campaigns are outstanding examples in the food product line. The press and Southern pine campaigns have done much to increase the sale of these two kinds of lumber, while magnetos, ball bearings and wood wheels are a few of the lines connected with the automotive industry which have recently been the subject of "group" advertising campaigns.

If "group" advertising can be effectively and profitably employed to increase the demand for and the use of certain products in this country, why should it not be even more effective in promoting the sale of American products abroad? American products will not only encounter world competition in the foreign markets, but in certain sections of the globe more or less well defined prejudices exist against American products and American methods. What more effective method could be used to overcome these sales impediments than good "group" advertising?

But it is not only in opening new markets and correcting existing misconceptions regarding American products and methods that "group" advertising can be profitably employed. It should be equally effective in increasing the demand for and sale of established lines. To get a better conception of the possibilities of this form of advertising in the overseas field, let us examine the ways in which it could be profitably employed to promote the use of and demand for products of a certain specific industry—the automobile industry, for example.

American motor cars are to-day sold throughout the civilized world and marketing methods both in this country and abroad are probably as aggressive and modern as those employed in any other industry, but does any one imagine that with more than 8,000,000 cars in use in the United States and considerably less than 1,000,000 in the rest of the world, the sales possibilities for American cars abroad have been exhausted, or that the 100,000 or more cars which will be exported this year will fully satisfy the potential overseas demand?

The motor car business overseas is in its infancy and the rapidly and extent of its development will depend largely on the employment abroad of those aggressive publicity and sales methods which have been so successful in building the business in the United States to its present huge proportions. The possibilities of a "pool" advertising campaign abroad to increase the use of American motor cars are alluring. The field is the largest ever presented to an advertising man, and the purpose is to increase the usefulness, the wealth and the happiness of the people of the entire world through rapid, economical transportation. It will require a man of large vision, wide experience and great ability to direct such a campaign in a way to obtain maximum results, but the scope of the campaign should be ample and the reward sufficiently great to satisfy the ambition of any man.

The campaign should be conceived and planned along the broadest possible lines. Its object should be to increase the use of motor cars, American motor cars primarily, but all cars of merit wherever manufactured. The copy should be largely educational. American production methods should be explained and the reasons why American manufacturers can produce such good cars to sell for so little

money should be clearly outlined to the foreign buyer. The copy would necessarily be as varied as the conditions existing in the different countries in which it is to be used, and a careful study of local habits and customs and an analysis of trade conditions and methods would be essential before the campaign was planned, but the type of copy used to sell motor cars in this country five or more years ago would be well suited for use in most foreign territory except possibly in the European countries, in some of which the motor car business is rapidly approaching the stage of development reached in the United States.

The social, health and business advantages accruing from motor car ownership should be emphasized and every effort should be made to convince the overseas prospect that the motor car is the profitable and essential utility which it is now commonly accepted as being in this country.

Locks of every kind are now being sold to motorists, who are increasing in number about the world. The locks work on the transmission and the steering gear.

A new lock of the latter type which has just entered the New York market is the F. O. B. combination, built with the idea that crooks may pick a lock, but that they will pass by a car locked with a combination like those on safes and vaults.

There is no space to apply the safe cracker's "soup," or nitroglycerine, to the F. O. B. lock, and it would be rather hopeless to try it anyway, because a blast strong enough to break the lock would also damage the car beyond repair. The F. O. B. lock is closed by twirling a dial on a heavy aluminum-steel block that is fixed on the steering column. This pushes a thick bolt into the movable parts and holds the wheels in a straight line, so steering is impossible.

To unlock the F. O. B. the car owner turns the dial to the right three-number combination, and the bolt is withdrawn, releasing the wheels.

Tests were made on the F. O. B. lock by the Underwriters' Laboratories before it was officially approved. These showed, according to the Underwriters' report, just made public, that, in their language: "It is practically impossible to use a Stilson wrench, hammer, cold chisel or hacksaw on the F. O. B. lock in an effort to break it from the steering column." The Wagner Specialty Company represents the lock locally.

By a scientific distribution of weight in the AMERICAN Balanced Six the load is divided over each of the four wheels almost to a fraction of a pound—with an effect on its riding qualities and durability in service that is little short of amazing.

This is the explanation and the secret of AMERICAN success. Come and see it.

5-Passenger Touring Car, 45 H. P., 122-in. Wheelbase, \$1,765. F. O. B. Plainfield, N. J.

Manhattan American Motor Car Co., Inc. 229 West 57th St.—Just Off Broadway

Starting from Washington one week after the transcontinental army convoy's tour, the Autocar Company, of Ardmore, Penn., is sending over practically the same route its new 3 1/2-ton model, accompanied by one of the standard 1 1/2-ton Autocars with the 120-horsepower wheelbase.

The two trucks left Ardmore on July 1 for Washington. They proceeded from there to Chambersburg, Penn. From Chambersburg their route follows the Lincoln Highway through Pittsburgh and Chicago to Cheyenne, Wyo.

From Cheyenne a detour will be made to Denver, Colo., and Pike's Peak, the ascent of which both trucks will make. The route will then extend back to Cheyenne, and from there, via the Lincoln Highway, directly to San Francisco. From there the two trucks will visit the various Autocar factory branches in California, finishing the test run at Los Angeles.

This run is purely an engineering test, and both trucks will be loaded to capacity at all times. This 3 1/2-ton truck has already covered 22,000 miles and is now being put through this 4,000-mile trip under the severest possible conditions as a final test. This new 3 1/2-ton addition to the Autocar line will not be available for distribution before the first of the year. It is equipped with a four-cylinder engine of 25.6-horsepower, according to the Society of Automotive Engineers rating. The chassis weighs 6,150 pounds and will be furnished with an optional wheelbase of 120 or 144 inches. Starting and lighting systems are also optional.

Business is booming. The second half of 1919 finds wholesale trade expanding with leaps and bounds and retail trade at its brisk pace.

Delivery problems are becoming increasingly difficult in this busiest of cities. Merchants everywhere are crying "speed," "speed," "speed."

This truck of a busy city is not only answering that cry, but it is making motor truck delivery profitable.

Specialists in all forms of fast delivery service, The Hayes-Diefenderfer Co., Inc., have combined in this economy truck the right kind of body with the right kind of chassis—a delivery unit exactly suited to your needs.

This economy truck is fitted with a Torbenson Internal Gear Drive, by which the load is carried on a drop-forged dead axle—the very best of practice.

The price of the Oldsmobile Economy Truck, fitted with electric lights and starter, horn, tools and 35x5 Goodyear Cord Tires, is \$1,250 f. o. b. Lansing, Mich.

We are exclusive agents for Babcock "Quality" bodies, which are built special to our specifications, in dimensions and types practical for every line of business.

HAYES-DIEFENDERFER CO., INC., 1872 BROADWAY, NEW YORK Telephone 5436 Columbus.

"We build the Ford with 100-115-130 inch wheel base. Capacity 1,000 lbs. to 4,000 lbs."

## New York First to See Liberty Closed Cars



One of the attractive new closed models of the Liberty Six line is the coupe here shown. Photograph by Bradley & Merrill.

The E. S. Partridge Company, Inc., at 1826 Broadway, has been selected by the Liberty Motor Car Company as the distributing headquarters in the country for the display this month of the new Liberty six closed models. The sedan and coupe are featured in the display now being made in the Partridge salesroom.

New York is the biggest market for Liberty cars, and New Yorkers are the most critical buyers of closed cars. Always having specialized in closed models, the Liberty company this year was determined to get the new cars to New York at the earliest moment, and the result is this early display of two exceptional models. So swiftly did the

company work to make possible this "New York first" display that the cars actually left the factory in Detroit before some of the office staff had seen them in a finished condition.

One of the features of the new models is that they are better all around cars than those turned out a year ago, and yet the price is lower. The unusual refinements in the cars of last year are to be found in the new models, and to these have been added many little changes that will appeal to owners. For instance, one finds a mirror over the driver's seat to facilitate operation in traffic, and all the cars are equipped with the Perfection heater. The upholstery in the sedan

is of the same material throughout. In the coupe, however, the driver's seat is finished in leather. Finally, the owner has a choice of three different body colors, with upholstery to match.

J. E. Fields, factory director of sales, came recently to New York to confer with President E. S. Partridge regarding the needs of this territory and to make plans for the exhibit. The result is that 1,600 Liberty cars have been allotted to New York. In the early days of the industry this number of cars would have been staggering, but today the demand for Liberties is so great that Mr. Partridge says these cars will not begin to meet the needs of his agents and local sales.

## Six-Cylinder Car Is Latest From Reo Factories

Balanced Engine, New Design Radiator and Streamline Body Features of the Newly Announced Car

Announcement that the Reo Motor Car Company, of Lansing, Mich., has just brought out a six cylinder car was made yesterday by James J. Hunt, general manager of the Reo Motor Car Company, of New York. Mr. Hunt was informed that a shipment of the new sixes has been made and in all probability the cars will arrive in New York the early part of the week. The car sells for \$1,650 f. o. b. Lansing.

"In response to an insistent demand on the part of Reo distributors for a six-cylinder motor that would fit into the standard chassis, Reo engineers some two years ago set to work on the design of such an engine," says Mr. Hunt. "The new Reos are made in four types—five-passenger touring car and sedan, three-passenger roadster, and four-passenger coupe."

"The body is of the streamline type with bevel edge. Refinements in construction, such as top attachments,

door locks and bumpers, windshield supports, etc., eliminate rattles and other noises. As in the case of motor and chassis parts, the Reo body designers have not saved an ounce of metal at the risk of causing a pound of trouble. The radiator design is new. Some folk didn't fancy the curved visor on former Reos, so we achieved the same efficiency by a larger exposed surface—and a design that more nearly conforms to the conventional, while still distinctively Reo. "The chassis is in all essentials the standard. There is a delightful absence of that 'drumming' sound that is so disconcerting. Reo crank-shafts are balanced both statically and dynamically and all such vibrations eliminated. Previously it was possible to balance an experimental motor only in the laboratory. Reo engineers have reduced it to a practical production process."

Goodrich Plans Its Biggest Building

Several old three and four story buildings in the heart of the B. F. Goodrich Rubber Company's main plant at Akron, Ohio, are being razed to make room for an eight-story and basement reinforced concrete building—dimensions 170x300 feet, to be erected at once. The new building will be the largest in the Goodrich group of sixty-two buildings and one of the largest reinforced concrete structures in Akron. A warehouse, mill room and compound room will utilize the space in the new building. For the comfort of employees, shower baths, locker rooms and lunch rooms will be installed on the second and third floors.

## Kodak and Compass As Car's Equipment

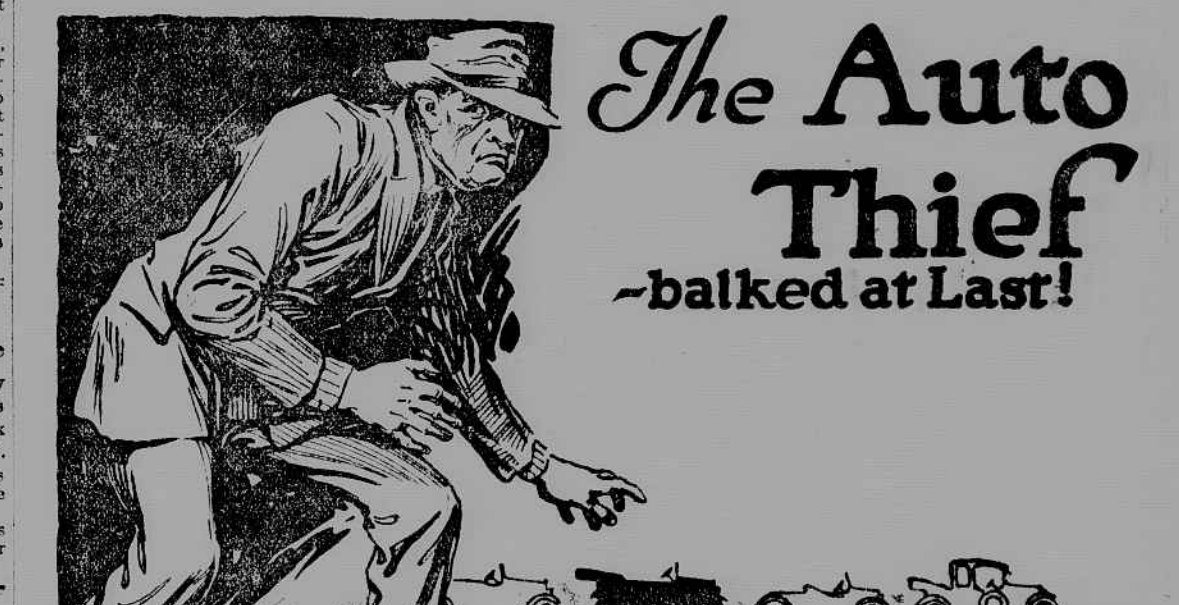
Templar Dealer George Morrow Discusses Completeness of Appointments

"Back in 1900, when the first motor car show was held in Madison Square Garden, the buyer of a machine was not concerned about equipment, but rather about whether or not the car would run," says George S. Morrow, local distributor for Templar and Saxon cars. "It is but a few years since the equipment of a car became an important factor in its marketing. "Self-starters, electric lights and horns, detachable tops, clocks, inspection lamps, oil gauges and the many other features now found as regular equipment on the majority of the present day makes were unheard of. Each year at the automobile shows new equipment ideas were brought out, until to-day there is practically nothing a buyer could wish for to be added to the better makes of cars now on the market."

"In the Templar, for instance, the equipment is so complete that even a compass and a folding kodak are included, not to mention six wire wheels, cord tires and tubes."

Revival in Doble Predicted

A revival in the affairs of the Doble-Detroit Steam Motors Company is predicted in advices from Detroit.



Save your car with the F. O. B. Combination Automobile Lock. It gives absolute protection against theft by locking the wheels so they won't steer, with a combination lock like a safe.

The F. O. B. Lock is on sale in this territory by the Wagner Specialty Company, 1902 Broadway, near 63d St. Installations can be made there in 30 minutes, and elsewhere through a system of service stations in Long Island, New Jersey and Connecticut.

See the F. O. B. Combination Lock in action at the Wagner Specialty Company, or 'phone or write for descriptive booklet.

An attractive proposition is offered service stations and repair shops to sell and install this lock.

Apply to  
**Wagner Specialty Company**  
1902 Broadway (near 63d St.)  
New York City  
F. O. B. Manufacturing Company  
Philadelphia

A 15% reduction in theft insurance for cars equipped with the F. O. B.—indorsed by the Underwriters' Laboratories.



Many changes in detail mark the new season Maxwell cars, one of which is shown here, with H. J. De Bear, the local branch manager, at the wheel.

Harry J. De Bear, manager of the New York Maxwell-Chalmers branch, has placed on exhibition in the Maxwell salesroom, 1808 Broadway, corner of Fifty-ninth Street, the new 1920 Maxwell touring car. "The car this year," said Mr. De Bear, "embodies a great many new and substantial changes, which make the Maxwell at \$295 f. o. b. Detroit one of the greatest automobile values offered."

The following features are among the important changes:

The frame is stronger by the front cross member fastened with six rivets on side of channel. The front axle is improved and affords easier steering. The steering knuckle spindle is larger and the bearings are longer. A one-piece steering column, rigidly fastened to the instrument board, eliminates vibration. An improved construction throughout is used on the rear axle. There is a stronger housing and larger axle tubes. Larger thrust washers and heavier wheel bearings have been employed, while there is also a large four-pinion differential and heavier bearings.

There is a larger braking surface, and conventional service brakes connected on the rear wheels insure equal pressure on each wheel.

Heavy oil instead of grease is used for lubrication. There are two disk Thermoid-Hardy universal joints, which are flexible, quiet and cushion drive. They require no lubrication.

The transmission is standard design except at rear end, which has contracting emergency brake. This is of new design, very efficient and connected direct to hand brake lever without cross shafts or levers. The action is so easy that very little pressure is required to

## Autocars Crossing Continent

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## The Truck of a Busy City

# Oldsmobile

## ECONOMY Truck

"Necessity buying" may be the reason for the remarkable sales of the Oldsmobile Economy Truck. Business is booming. The second half of 1919 finds wholesale trade expanding with leaps and bounds and retail trade at its brisk pace.

Delivery problems are becoming increasingly difficult in this busiest of cities. Merchants everywhere are crying "speed," "speed," "speed."

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"We build the Ford with 100-115-130 inch wheel base. Capacity 1,000 lbs. to 4,000 lbs."

## AMERICAN

### The Balanced Six

BY VIRTUE OF PERFORMANCE

THE great and growing success of this truly remarkable car can be explained on one ground only: Its PERFORMANCE—which, in turn, is dependent on the essential principle of balance embodied in its construction.

By a scientific distribution of weight in the AMERICAN Balanced Six the load is divided over each of the four wheels almost to a fraction of a pound—with an effect on its riding qualities and durability in service that is little short of amazing.

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Manhattan American Motor Car Co., Inc. 229 West 57th St.—Just Off Broadway

## SCHOONMAKER

### JACOD

## The Tie That Binds

"GETTING the family together used to be some job. Now we can pick up Father and Mother at their home and get the cousins and the aunts together—all due to the car we bought of Schoonmaker & Jacod. 'Facts first—sales second,' that's what they told us and that's how they sold us. This car is backed by their Service Engineers' O. K. Good for miles and miles of service."

These Cars Are Family Cars—

Cadillac Type 57 Victoria	Morson 1918 Chummy Roadster
Cadillac Type 57 Touring	Morson 1918-19 Sporting 4-Pass.
Cadillac Type 57 Limousine	Murray 1917 Roadster
Cadillac Type 57 4-Pass.	Packard 1918 Fleetwood Town Car
Cadillac Type 57 Roadster	Packard 3-35 Touring
Cadillac Type 57 Touring	Packard 3-25 Touring
Excell 1919 Touring	Stutz 1919 Touring
First 35 Touring, latest imp.	Stutz 1919 Runabout
Hudson 1918 Sedan	Stutz 1918 Building, 4 & 6 Pass.
Marmon 1919 7-Pass. Tour.	Stutz 1917 16-Valve Speedster

1700 Broadway at 54th Street  
Telephone Circle 2185-4276  
"Facts First—Sales Second"